

What is claimed is:

1. A method for monitoring exposure to a product of a participant in market research, comprising:

providing a portable monitor comprising a wireless receiver to a respective participant selected from a plurality of participants in the market research study, the portable monitor being adapted to be carried on the person of a participant;

detecting product data in the portable monitor, the product data being contained in a product signal received in the wireless receiver from a predetermined signal transmitter proximal to a respective product, the product data representing the respective product, the product signal having a signal strength selected so that the product data is detectable by the portable monitor only when in a predetermined proximity to the predetermined signal transmitter; and

storing the product data in the portable monitor.

2. The method of claim 1, further comprising detecting commercial establishment data in a commercial establishment signal transmitted wirelessly within a commercial establishment in which the product is located, the commercial establishment data representing the commercial establishment.

3. The method of claim 2, comprising wirelessly receiving the commercial establishment signal.

4. The method of claim 3, comprising receiving the commercial establishment signal as an acoustic signal.

5. The method of claim 4, comprising detecting data in the received commercial establishment signal in the form of an ancillary code inaudibly encoded in an audio signal.
6. The method of claim 4, comprising receiving the product signal as an acoustic signal.
7. The method of claim 6, comprising detecting data both in the product signal and in the commercial establishment signal in the portable monitor as ancillary codes inaudibly encoded in respective audio signals.
8. The method of claim 3, comprising receiving the commercial establishment signal as an RF signal.
9. The method of claim 8, comprising receiving the product signal as an RF signal.
10. The method of claim 9, comprising receiving both the product signal and the commercial establishment signal in the wireless receiver.
11. The method of claim 3, comprising receiving the commercial establishment signal as a light signal.
12. The method of claim 11, comprising receiving the commercial establishment signal as an infrared signal.
13. The method of claim 11, comprising receiving the commercial establishment signal as a visible light signal.
14. The method of claim 11, comprising receiving the product signal as a light signal.
15. The method of claim 1, comprising receiving the product signal as an acoustic signal.

16. The method of claim 15, comprising detecting the product data in the received product signal in the form of an ancillary code inaudibly encoded in an audio signal.
17. The method of claim 1, comprising receiving the product signal as an RF signal.
18. The method of claim 1, comprising receiving the product signal as a light signal.
19. The method of claim 18, comprising receiving the product signal as an infrared signal.
20. The method of claim 18, comprising receiving the product signal as a visible light signal.
21. The method of claim 1, comprising storing first time data on a predetermined time base in association with the product data representing timing of proximity to the product.
22. The method of claim 21, wherein the time data represents a duration of proximity to the product.
23. The method of claim 21, wherein the time data represents a time of proximity to the product.
24. The method of claim 21, comprising gathering media data exposure data in the portable monitor representing exposure of the respective participant to media data and storing the media data exposure data in association with second time data on the predetermined time base representing timing of exposure to the media data.
25. The method of claim 21, comprising gathering outdoor advertising data in the portable monitor representing exposure of the respective participant to

outdoor advertising and storing the outdoor advertising data in association with second time data on the predetermined time base representing timing of exposure to the outdoor advertising.

26. The method of claim 1, comprising gathering data in the portable monitor representing exposure of the respective participant to media data.

27. The method of claim 1, comprising gathering data in the portable monitor representing exposure of the respective participant to outdoor advertising.

28. The method of claim 1, wherein the signal strength of the product signal is selected so that the product data is detectable by the portable monitor only when the wireless receiver is located within a predetermined exposure area in which the respective participant is able to perceive the product.

29. The method of claim 1, wherein a sensitivity of the wireless receiver is selected so that the portable monitor is capable of detecting the product data in the product signal only when the wireless receiver is in the predetermined proximity to the predetermined signal transmitter.

30. The method of claim 29, wherein the sensitivity of the wireless receiver is selected so that the portable monitor is capable of detecting the product data in the product signal only when the wireless receiver is located within a predetermined exposure area in which the respective participant is able to perceive the product.

31. A device for monitoring exposure to products by participants in market research, comprising:

a portable monitor adapted to be carried on the person of a participant in the market research study, the portable monitor comprising a wireless receiver operative to receive a product signal from a predetermined signal

transmitter proximal to a respective product, the product signal containing product data representing the respective product, the wireless receiver having a sensitivity selected so that the portable monitor is capable of detecting the product data in the product signal only when in a predetermined proximity to the predetermined signal transmitter; and

a data storage coupled with the wireless receiver to receive and store the product data.

32. The device of claim 31, comprising a further wireless receiver operative to detect commercial establishment data in a commercial establishment signal transmitted wirelessly within a commercial establishment in which the product is located, the commercial establishment data representing the commercial establishment.

33. The device of claim 32, wherein the data storage is coupled with the further wireless receiver to receive and store the commercial establishment data.

34. The device of claim 31, wherein the wireless receiver is operative to detect commercial establishment data in a commercial establishment signal transmitted wirelessly within a commercial establishment in which the product is located, the commercial establishment data representing the commercial establishment.

35. The device of claim 34, wherein the data storage is operative to receive and store the commercial establishment data.

36. The device of claim 31, wherein the wireless receiver comprises an RF receiver.

37. The device of claim 36, comprising a processor coupled with the RF receiver to receive the product data therefrom and operative to store the product data in the data storage.

38. The device of claim 31, wherein the wireless receiver comprises an acoustic transducer operative to produce a transduced product signal from an acoustic product signal.

39. The device of claim 38, comprising a processor coupled with the acoustic transducer to receive the transduced product signal and operative to detect the product data therein.

40. The device of claim 31, wherein the wireless receiver comprises a light sensor operative to produce a transduced product signal from a product signal in the form of light energy.

41. The device of claim 40, comprising a processor coupled with the light sensor to receive the transduced product signal and operative to detect the product data therein.

42. The device of claim 31, comprising a media data exposure monitoring device operative to gather media data exposure data in the portable monitor representing exposure of the respective participant to media data, the media data exposure monitoring device being coupled with the data storage to supply the media data exposure data thereto, the data storage being operative to store the media data exposure data.

43. The device of claim 31, comprising an outdoor advertising exposure monitoring device operative to gather outdoor advertising data in the portable monitor representing exposure of the respective participant to outdoor advertising, the outdoor advertising exposure monitoring device being coupled with the data storage to supply the outdoor advertising data thereto, the data storage being operative to store the outdoor advertising data.

44. The device of claim 31, comprising a clock operative to produce first time data on a predetermined time base and coupled with the data storage to supply the time data thereto, the data storage being operative to store the first

time data in association with the product data representing a timing of proximity to the respective product.

45. The device of claim 44, comprising a media data exposure monitoring device operative to gather media data exposure data in the portable monitor representing exposure of the respective participant to media data, the media data exposure monitoring device being coupled with the data storage to supply the media data exposure data thereto, the data storage being operative to store the media data exposure data in association with second time data on the predetermined time base received from the clock and representing a timing of exposure to the media data.

46. The device of claim 44, comprising an outdoor advertising exposure monitoring device operative to gather outdoor advertising data in the portable monitor representing exposure of the respective participant to outdoor advertising, the outdoor advertising exposure monitoring device being coupled with the data storage to supply the outdoor advertising data thereto, the data storage being operative to store the outdoor advertising data in association with second time data on the predetermined time base received from the clock and representing a timing of exposure to the outdoor advertising.

47. The device of claim 31, wherein the sensitivity of the wireless receiver is selected so that the portable monitor is capable of detecting the product data in the product signal only when the wireless receiver is located within a predetermined exposure area in which the respective participant is able to perceive the product.

48. A method for monitoring exposure to a predetermined product of a participant in market research, comprising:

storing product location data representing a location of a predetermined product;

monitoring a location of a participant in market research by means of a portable monitor carried on the person of the participant;

storing participant location data representing a plurality of locations of the participant monitored by means of the portable monitor; and

processing the participant location data and the product location data to produce product proximity data indicating exposure of the participant to the predetermined product.

49. The method of claim 48, comprising storing first time data on a predetermined time base in association with the participant location data representing timing of the participant's presence at the plurality of locations.

50. The method of claim 49, wherein the time data represents durations of presence at the plurality of locations.

51. The method of claim 49, wherein the first time data represents a times of presence at the plurality of locations.

52. The method of claim 49, comprising gathering media data exposure data in the portable monitor representing exposure of the participant to media data in association with second time data on the predetermined time base representing timing of exposure to the media data.

53. The method of claim 49, comprising gathering outdoor advertising data in the portable monitor representing exposure of the participant to outdoor advertising and storing the outdoor advertising data in association with second time data on the predetermined time base representing timing of exposure to the outdoor advertising.

54. The method of claim 48, comprising gathering data in the portable monitor representing exposure of the participant to media data.



55. The method of claim 48, comprising gathering data in the portable monitor representing exposure of the participant to outdoor advertising.
56. The method of claim 48, wherein processing the participant location data and product location data comprises comparing the participant location data with the product location data to produce the product proximity data.
57. The method of claim 48, wherein processing the participant location data and the product location data comprises producing the product proximity data to represent a presence of the participant within a predetermined exposure area in which the participant is able to perceive the product.
58. The method of claim 48, comprising determining a presence of the participant in a commercial establishment in which the predetermined product is offered for sale.
59. A system for monitoring exposure of a participant in market research to a predetermined product, comprising:
- a database storing product location data representing a location of a predetermined product;
  - a portable monitor adapted to be carried on the person of a participant in market research and comprising a position monitor operative to produce participant location data representing a location of the participant and a data storage coupled with the position monitor to receive the participant location data and operative to store the participant location data; and
  - a processor coupled with the portable monitor to receive the participant location data therefrom and operative to access the product location data from the database;

the processor serving to process the participant location data and the product location data produce product proximity data indicating exposure of the participant to the predetermined product.

60. The system of claim 59, wherein the processor is operative to compare the participant location data with the product location data to produce the product proximity data.

61. The system of claim 59, wherein the processor is operative to produce the product proximity data to represent a presence of the participant within a predetermined exposure area in which the participant is able to perceive the product.

62. The system of claim 59, wherein the processor is coupled with the portable monitor through a communications network.

63. The system of claim 59, wherein the portable monitor comprises a clock operative to produce first time data on a predetermined time base and coupled with the data storage to provide the first time data thereto, the data storage being operative to store the first time data in association with the participant location data representing timing of the participant's presence at the plurality of locations.

64. The system of claim 59, wherein the portable monitor further comprises a media data monitor operative to gather media data exposure data representing exposure of the participant to media data.

65. The system of claim 64, wherein the data storage is coupled with the media data monitor to receive the media data exposure data and is operative to store the media data exposure data in association with second time data on the predetermined time base representing time of exposure to the media data.

66. The system of claim 59, wherein the portable monitor comprises an outdoor advertising exposure monitor operative to gather outdoor advertising data representing exposure of the participant to outdoor advertising.

67. The system of claim 66, wherein the data storage is coupled with the outdoor advertising exposure monitor to receive the outdoor advertising data and is operative to store the outdoor advertising data in association with second time data on the predetermined time base representing time of exposure to the outdoor advertising.